# VAIBHAV KUMAR

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## **EDUCATION**

Institute Remarks **Degree** Year Score 2019-2021 DMS, IIT Delhi MBA Pursuing 2015-2019 7.92/10 B. Tech (Mechanical) BIT SINDRI XII (CBSE) 2015 DAV KOYLA NAGAR, Dhanbad 93.6% 95/100 in Physics, Chemistry & Maths X (JAC) 2013 Pranjivan Academy, Dhanbad 89.2% 7th Rank in District

## ACADEMIC ACHIEVEMENTS AND AWARDS

•	Secured 98.19 Percentile in CAT	2018
•	National Winner at Guesstimates' competition organized by VGSoM, IIT Kgp	2020
•	1st Runner up in Market.IN competition organized by DMS, IIT Delhi	2020
•	1st Runner up in Corporate Invictus competition organized by DMS, IIT Delhi	2020
•	90 <sup>th</sup> All India Ranking in Nationwide Education and Scholarship Test (NEST-Senior)	2018
•	Received Certificate of Honor from school for performance in class 12th Board Examination	2015
•	Scored 83% in National Mathematics Olympiad organized by 'Delhi Association of Mathematics Teachers'	2014
•	Only student to have <b>100/100</b> in Mathematics in Class 11 <sup>th</sup> Final Examination	2014
•	Positioned 7th Rank in District in class 10th Board Examination	2013

### POSITIONS OF RESPONSIBILTY HELD

Position and Event	Period	Key Responsibilities and Achievements
Executive Member Marketing Club, DMS IIT Delhi	January 2020	<ul> <li>Organizing B-school events related to marketing</li> <li>Conducting quizzes, case studies for the batch</li> </ul>
Member, Media and PR Cell DMS, IIT Delhi	August 2019	<ul> <li>Managing Social media handles of the college –</li> <li>Managing ranking documentation and application for the college</li> <li>Relationship management with Print and Online Media</li> </ul>
<b>Live project Intern,</b> Enigma	Jan 2020 - Feb 2020	<ul> <li>Facebook Ad management for different targeted audience</li> <li>Social media engagement scheduling</li> <li>Email outreach for collaborations with partners</li> </ul>
Digital Marketing Intern ECKOVATION New Delhi	June 2018	<ul> <li>Responsible for coming up with new ideas for <b>Digital Presence</b> of the company and improvement of the domain authority of the website</li> <li>Created <b>Search Engine Optimized content</b> for the website</li> </ul>
Core Member Rotaract Club BIT Sindri	2015- 2018	<ul> <li>Served as the Design &amp; Technical Incharge of Rotaract Club of Sindri</li> <li>Successfully organized the annual 5 days Eye-Relief Camp and assisted in the cataract operations of patients</li> <li>Contributed in the Rotaract Movement in the Rotary Year 2016-17</li> </ul>
Marketing Intern Elite Copywriter	January 2018	<ul> <li>Identified and established connections with potential collaborators for content creation</li> <li>Enhanced viewership by increasing social media traffic</li> </ul>

### PROJECTS/INDUSTRIAL TRAINING/CERTIFICATIONS

•	Completed Marketing in a Digital World course by University of Illinois	2020
•	Completed Digital Analytics for Marketing course by University of Illinois	2020
•	Hubspot Certified course on Inbound Marketing	2020
•	Certified course on <b>Digital Transformation</b> by <b>BCG</b> and <b>University of Virginia</b>	2019
•	Certification on BlockChain Essentials (BC0101EN) by IBM	2019
•	Online Course on Advanced Google Analytics by Google	2019
•	Certification on Marketing Research Fundamentals by SMstudy	2019
•	Certification on Foundations of Business Strategy by Michael Lenox, Darden school of Business	2017
•	HubSpot Academy certified in Email Marketing.	2017
•	Introduction to Managerial Economics by IIMBx	2017

## EXTRACURRICULAR ACTIVITIES AND ACHIEVEMENTS

•	2 <sup>nd</sup> runner-up in World AIDS DAY 2019 QUIZ by <b>SCIT, Pune</b>	2020
•	6 <sup>th</sup> Position in The Biz-Quiz by <b>IIT, Bombay</b>	2020

Attended the "Big Social Data Analysis" course coordinated by ERIC CAMBRIA of NTU at IIT PATNA organized by Global Initiatives of Academic Networks (GIAN)

Recognized for valuable contributions as online intern for "A way of happiness educational society" (NGO)

2018 2017